



CHOOSE FROM
1700+
T-SHIRTS
COLLECTION

BANGLADESH CRICKET TEAM
ORIGINAL OFFICIAL JERSEYS

OUR NEW
**WINTER
COLLECTION**
IS COMING SOON

aadi
Connecting your roots

www.aadi.com.bd +880 1844 696 973 support@aadi.com.bd

Aadi: Your Fashion Rapture

The word e-commerce is thrown around way too often, but the fact remains; it is predicted that e-commerce sites will become the next big thing given how globalisation had taken the world by storm. We got a glimpse of exactly how important e-commerce has become and will continue to become during this pandemic, for obvious reasons.

Aadi is one of the recent ventures in e-commerce operating in Bangladesh. But let's be honest, you must be wondering why Aadi deserves the attention? What's so special about it?



leaves a huge gap in the economy. We aim to create a platform that can help reduce that gap," said Bijoy Lakshmi, Business Development Manager at Aadi.

Their business spread across 29 countries with the help of none other than DHL. Aadi is very strict about the quality of their products.

"After the sellers send their products to us, we put them through another quality check by our own QC team. This is to make sure that only quality products get through," added Bijoy Lakshmi, as she pointed out the data. With less than 1 percent product return, one can imagine that they have not compromised on quality.

It's difficult to find anyone who has not looked up at our national cricket team ardently; with admiration and thought of getting a jersey. Well, guess what? Aadi has partnered up with Sports & Sportz and has won the right to sell original kit of Bangladesh Cricket Team. This was immensely popular while their services were available across the border, and now, you too can acquire that red-green jersey that you desire so badly.

For the fashionistas, Aadi could be a delight. World renowned designer brands like Sarah Karim Couture is available on this website, along with the likes of Anikini, Yasmeen's and Jada by Mousumi Kabir. With more than 500 brands, including designer brands, it's cloud nine for fashion enthusiasts.

Aadi dreams of a day when Bangladesh will have its own brands like Gucci and Prada and when that day comes, they want to be there.

Last but not least, it's that time of year again when you go out to do some winter shopping. But this year, with the pandemic still with us, choose the safer option. Aadi has already started loading up their winter collection and more will follow very soon. Rather than going for foreign brands, choose Bangladeshi brands this year. You will be doing so much more than just buying a piece of clothing.

For more information, please visit: <https://www.aadi.com.bd/>



closed, it was a horror show on many levels. Aadi sought to meet this challenge within their faculty as much as possible and decided to launch its services in Bangladesh in July 2020, in hopes that it would help the local manufacturers.

Of course, there are many other e-commerce sites, but what truly separates Aadi from the rest is their objective and how they act on it. As mentioned earlier, it is a fashion-focused online marketplace

which promotes only Bangladeshi brands, artisans, and manufacturers. It is imperative to recognise the prospects it offers. For one thing, they aim to stay strictly focused on fashion. For another, and probably most important — it promotes only the local brands and artisans.

"Our products are rather common and popular abroad. We are making great and quality products, but we seldom get to sell them for the maximum retail price. This

Well, first of all, it's a cross border platform. Secondly, it's only for Bangladeshi brands.

The journey of Aadi began back in December of 2018, when they started by selling items of local brands in other countries. While this sounds like very casual information, digest it with proper gravity for there are barely any e-commerce initiatives that offer such a platform for the Bangladeshi artisans, manufacturers, and retailers.

After the pandemic hit, the shopping malls closed in a hurry and they stayed that way for quite a while. This created a vacuum in the market; both for the consumers as well as the sellers. With the garments



By Ashif Ahmed Rudro
Photo Courtesy: Aadi